

22. The method of claim 1, wherein the user profile includes information derived from network domains associated with the user.

23. The method of claim 1, wherein the user profile is derived from the user's network address.

24. The method of claim 1, wherein the user profile includes information derived from network domains from which the user submitted the query.

25. The method of claim 1, wherein the user profile includes the types of network domains from which the user submitted the query.

26. The method of claim 1, wherein the user profile includes the keywords derived from websites associated with the network domains from which the user submitted the query.

27. The method of claim 1, wherein the user profile includes counts of network domains associated with prior search results received by the user.

28. The method of claim 1, wherein the user profile includes counts of URLs associated with prior search results received by the user.

29. The method of claim 1, wherein the user profile includes a list of keywords.

30. The method of claim 1, wherein the user profile is derived from preferences provided by the user.

31. The method of claim 1, wherein the search profile is derived from a subset of the documents.

32. The method of claim 1, wherein the set of documents form search results having a plurality of pages, and the search profile is derived from a subset of the documents appearing on a first page of the search results.

33. The method of claim 1, wherein the set of documents form search results having a plurality of pages, and the search profile is updated in response to the user accessing each page of the search results.

34. The method of claim 1, wherein the search profile is derived from the set of documents responsive to a current query, and a set of documents responsive to at least one previous query.

35. The method of claim 1 further comprising, responsive to the user accessing the advertisement, selecting another advertisement in response to the search profile.

36. The method of claim 1 further comprising, responsive to the query being for a portal, using the user profile to select an advertisement.

37. A computer implemented method for providing personalized advertisements in an online search engine, the method comprising:

receiving a query from a user;

receiving a user profile of the user, the user profile containing user interest information;

selecting a set of documents responsive to the query and the user profile;

deriving a search profile from the set of documents;

selecting an advertisement in response to the search profile; and

providing the selected advertisement and the set of documents to the user.

38. A computer implemented system that provides personalized advertisements in an online search engine, the system comprising:

a user profile database, containing a user profile of each of a plurality of users, each user profile containing user interest information;

a search engine, comprising a content database storing documents, and a search algorithm that receives a search query from a user and a user profile of the user from the user profile database, and selects from the content database a set of documents responsive to the query and to the user profile;

a content analysis module that derives a search profile from at least some of the selected set of documents;

an advertisement database that stores a plurality of advertisements; and

an advertisement selection module, coupled to the content analysis module to receive the search profile and coupled to the advertisement database to select an advertisement in response to the search profile.

39. A system for providing personalized advertisements in an online search engine, the system comprising:

a user profile database, containing a user profile of each of a plurality of users, each user profile containing user interest information;

a search means for receiving a search query from a user and receiving a user profile of the user from the user profile database, and selecting a set of documents responsive to the query and to the user profile;

a content analysis means for deriving a search profile from at least some of the selected set of documents;

an advertisement database for storing a plurality of advertisements; and

an advertisement selection means for selecting an advertisement from the advertisement database in response to the search profile.

40. A computer program product, stored on a computer accessible medium, for controlling a computer system to provide personalized advertisements in an online search engine by performing the method of:

receiving a query from a user;

receiving a user profile of the user, the user profile containing user interest information;

selecting a set of documents responsive to the query and the user profile;

deriving a search profile from the set of documents;

selecting an advertisement in response to the search profile; and

providing the selected advertisement and the set of documents to the user.

41. A computer implemented method of ranking results of a search query, the method comprising:

using a first set of algorithms to obtain and rank a first set of search results from a first search query on a first data set, and

using a second set of algorithms to obtain and rank a second set of search results from a second search query on a second data set different from the first data set as